IN THE CLAIMS

1.   (Currently amended) A <u>computerized</u> method comprising:

dynamically changing a presentation order of a plurality of segments <u>for</u>

<u>presentation to a viewer</u> based on one or more bookmark signals <u>received</u> from ~~a~~ <u>the</u>

viewer.

2.   (Original) The method of claim 1, further comprising, for each segment,

associating each segment with a corresponding teaser.

3.   (Original) The method of claim 2, further comprising sequentially presenting

each of the teasers to the viewer.

4.   (Currently amended) The method of claim 3, further comprising

during the presentation of a given teaser, enabling the viewer to send a bookmark

signal indicating that the corresponding segment is of interest <u>to the viewer</u>.

5.   (Currently amended) The method of claim 4, further comprising bookmarking the

corresponding segment as of interest to the viewer <u>upon receiving the</u> ~~if the viewer sends~~

~~a~~ bookmark signal <u>indicating that the corresponding segment is of interest to the viewer</u>.

6.   (Original) The method of claim 1, further comprising presenting the segments to

the viewer in the dynamically changed presentation order.

7.   (Original) The method of claim 6, wherein the presentation order is dynamically

changed so that the bookmarked segments are displayed before the segments that are not

bookmarked.

8.   (Currently amended) The method of claim 7 further comprising during the

presentation of a given teaser, enabling the viewer to send one or more bookmark a

signals from the group consisting of comprising:

    a negative signal to indicate that the viewer is not interested in the segment, and a

neutral signal to indicate that the viewer is neutral about the segment.

9.   (Original) The method of claim 1 further comprising

    displaying a table of contents having a plurality of entries to the viewer, wherein

each entry in the table of contents corresponds to one of the video segments;

    enabling the viewer to modify the order of the entries of the table of contents; and

    displaying the video segments in the modified order of the corresponding entries

in the table of contents.

10.   (Currently amended) A computer readable medium having instructions which,

when executed by a processing system, cause the system to:

    dynamically change a presentation order of a plurality of segments for

presentation to a viewer based on one or more bookmark signals received from a the

viewer.

11.   (Original) The medium of claim 10, wherein the executed instructions further

cause the system to, for each segment, associate each segment with a corresponding

teaser.

12.   (Original) The medium of claim 11, wherein the executed instructions further

cause the system to sequentially present each of the teasers to the viewer.

13.   (Currently amended) The medium of claim 12, wherein the executed instructions

further cause the system to enable the viewer, during the presentation of a given teaser, to

send a bookmark signal indicating that the corresponding segment is of interest to the

viewer.

14.   (Currently amended) The medium of claim 13, wherein the executed instructions

further cause the system to bookmark the corresponding segment as of interest to the

viewer upon receiving the if the viewer sends a bookmark signal indicating that the

corresponding segment is of interest to the viewer.

15.   (Original) The medium of claim 10, wherein the executed instructions further

cause the system to present the segments to the viewer in the dynamically changed

presentation order.

16.   (Original) The medium of claim 15, wherein the presentation order is

dynamically changed so that the bookmarked segments are displayed before the segments

that are not bookmarked.

17.   (Currently amended) The medium of claim 16 further comprising during the presentation a given teaser, wherein the executed instructions further cause the system to enable the viewer to send a one or more signals from the group consisting of comprising:

a negative signal to indicate that the viewer is not interested in the segment, and a neutral signal to indicate that the viewer is neutral about the segment.

18.   (Original) The medium of claim 10 wherein the executed instructions further cause the system to

display a table of contents having a plurality of entries to the viewer, wherein each entry in the table of contents corresponds to one of the video segments;

enable the viewer to modify the order of entries of the table of contents; and

display the video segments in the modified order of the corresponding entries in the table of contents.

19.   (Currently amended) An apparatus comprising:

means for dynamically changing a presentation order of a plurality of segments for presentation to a viewer based on one or more bookmark signals received from a the viewer; and

means for associating each segment with a corresponding teaser.

20.   (Original) The apparatus of claim 19, further comprising means for sequentially presenting each of the teasers to the viewer.

21.   (Currently amended) The apparatus of claim 20, further comprising

means for enabling the viewer, during the presentation of a given teaser, to send a

bookmark signal indicating that the corresponding segment is of interest to the viewer.

22.   (Currently amended) The apparatus of claim 21, further comprising means for

bookmarking the corresponding segment as of interest to the viewer upon receiving the if

the viewer sends a bookmark signal indicating that the corresponding segment is of

interest to the viewer.

23.   (Original) The apparatus of claim 20, further comprising means for presenting

the segments to the viewer in the dynamically changed presentation order.

24.   (Currently amended) The apparatus of claim 23, wherein the presentation order is

means for dynamically changed so that the bookmarked segments are displayed before

the segments that are not bookmarked.

25.   (Currently amended) The apparatus of claim 24 further comprising during the

presentation a given teaser, means for enabling the viewer to send a one or more

bookmark signals from the group consisting of comprising:

    a negative signal to indicate that the viewer is not interested in the segment, and a

neutral signal to indicate that the viewer is neutral about the segment.

26.   (Original) The apparatus of claim 19 further comprising

    means for displaying a table of contents having a plurality of oft entries to the

viewer, wherein each entry in the table of contents corresponds to one of the video

segments;

means for enabling the viewer to modify the order of entries of the table of contents; and

means for displaying the video segments in the modified order of the corresponding entries in the table of contents.

27.   (New) An apparatus comprising:

a dedicated service module enabling a viewer to dynamically change a presentation order of a plurality of segments for presentation to a viewer based on one or more bookmark signals from the viewer.

28.   (New) The apparatus of claim 27, wherein the dedicated service module further enables sequential presentation of each of the teasers to the viewer.

29.   (New) The apparatus of claim 28, wherein the dedicated service module further enables the viewer, during the presentation of a given teaser, to send a bookmark signal indicating that the corresponding segment is of interest to the viewer.

30.   (New) The apparatus of claim 29, wherein the dedicated service module further enables bookmarking the corresponding segment as of interest to the viewer upon receiving the bookmark signal indicating that the corresponding segment is of interest to the viewer.

31.   (New) The apparatus of claim 27, wherein the dedicated service module further enables presenting the segments to the viewer in the dynamically changed presentation order.

32.   (New) The apparatus of claim 31, wherein the presentation order is dynamically changed so that the bookmarked segments are displayed before the segments that are not bookmarked.

33.   (New) The apparatus of claim 32, wherein the dedicated service module further enables, during the presentation a given teaser, viewer to send a one or more bookmark signals from the group consisting of:

a negative signal to indicate that the viewer is not interested in the segment, and a neutral signal to indicate that the viewer is neutral about the segment.